

# Vermont's 12th Annual



## Women's Economic Opportunity Conference Saturday, October 25, 2008

Vermont Technical College  
Randolph Center



*Presented by:*

**U.S. Senator Patrick Leahy**

*Sponsored by:*

**U.S. Small Business Administration  
Vermont Small Business Development Center  
U.S. Department of Labor, Women's Bureau  
Vermont Agency of Transportation  
Vermont Commission on Women  
Vermont Commission on Women Education and Research Foundation  
Vermont Department of Economic Development  
Office of Economic Opportunity, Vermont Agency of Human Services  
Women's Agricultural Network  
Vermont Women's Business Center  
Vermont Department of Labor  
Vermont Interactive Television  
Vermont Manufacturing Extension Center  
Office of the Vermont State Treasurer  
Central Vermont Community Action Council  
Vermont Works for Women**

# WORKSHOPS

## Business

**Starting Your Own Business:** Prepare yourself to face the challenges of starting your own business. This workshop offers guidance on navigating the complexities of legal requirements, financial issues, risk assessment, and business planning.

**Open and Flexible Work Options:** Learn about work flexibility solutions to accommodate the work and family needs of employees and employers. Presentations of practices other businesses are adopting can help you find a solution for your workplace.

**It's About Time!:** We spend time, save time, waste time, and sometimes we feel that there is never enough time. At the end of all that, there is still 24 hours in the day. Learn the basics of time management and develop a framework for your own life that allows you to focus on what's most important to you and still have a moment to pause.

**Eight Pointed Star: Aspects to a Marketing Plan:** Get people talking about your business! This workshop will introduce you to the Eight primary areas of marketing and promotion, to help you understand where to focus your energy and resources.

**How to Find and Be a Professional Mentor:** Career paths tend to zig-zag, but having a mentor can help you zig-zag with purpose. Balance your life and career, and join us for practical wisdom on how to develop a beneficial professional mentoring relationship.

More information about our workshops may be found on line at: [www.vtsbdc.org](http://www.vtsbdc.org) and <http://leahy.senate.gov>

## Technology

**Got Clicks! Offering Creative Tactics to e-Marketing:** This workshop will provide 10 Internet Tips from Got Clicks and will help small budgets drive big traffic to their websites.

**Working Through the Greatest Challenges of Today's Digital Age:** Using a combination of small-group discussion, presentation, and demonstration; this workshop will work through some of today's most pressing technological challenges, including privacy, authenticity, security, and rapid change.

**Learning Microsoft Excel:** An interactive class taught by Vermont Technical College.

**Learning Microsoft Word:** An interactive class taught by Vermont Technical College.

**Google for Giggles:** Learn how to surf the Net the easy way. Come to this interactive workshop and learn how to navigate the Internet to find the best websites for travel and other shopping bargains, real estate, hobbies, and people with common interests.

## Life Management

**How to Talk to Your Honey About Money:** Discover how to approach money issues with your partner without creating more relationship stress. Understand how your different personalities can work together to manage family finances, and how to ensure your own financial identity.

**How to Say No So That People Are Thrilled:** When we say yes to activities that we really do not want to do, we are doing a disservice to ourselves and others. This workshop is the opportunity for you to learn how to help people get what they want without having to be the one fulfilling the request.

**Keeping the "Gold" in Your Golden Years:** Plan now, and play later in retirement! We'll examine how much money you need to retire and ways to save at any stage of life.

**Personal Advocacy & Decision-Making in Health Care:** This workshop will introduce the new Vermont Advance Directive for Health Care, the Vermont Advance Directive Registry, and strategies for discussions with your family, physician and others involved in health care decisions. Participants will leave with an understanding of the new tools and resources available for facilitating such discussions and putting health care wishes in writing.

**Your Personal and Professional Blueprint for Success:** Women contributing in business, the community and the family are turning to coaching to make positive and lasting changes at home and in the meeting room. Coaching is a powerful collaborative process to find holistic and strength-based solutions and to clarify, set and achieve personal and professional goals and move toward balancing career, family and business.

## Stress Busters

**Sugar Blues: How Sugar Affects your Mood and Effectiveness at Work:** Are you constantly craving sweets and want to understand why? Do you want to gain control without willpower or deprivation? In this fun interactive workshop you'll discover the hidden secrets of sugar, its implications to your health and energy, and resources to support action for change.

**Living in the Present Moment:** Learn breathing, relaxation and mind-centering techniques to reduce stress and anxiety. We will review practices that can be used through out the day from waking up, working, to falling asleep that energizes, balances and harmonizes your mind, body, and spirit.

**Herbal Workshop:** Learn how herbs can help you nourish your nervous system and promote relaxation. We will also discuss herbs for healthy pregnancies and births. We'll sample tea, tinctures and flower essence spray, complete a relaxation exercise, and use time for questions and answers.

**Meditation:** Slowing down, quieting the mind, learning to listen to your inner wisdom, and finding inner stillness are the focus at this workshop. Take away ideas to start you down the road of inner peace.

### DIRECTIONS TO VERMONT TECH

I-89 to Exit 4, east on 66 to Randolph Center, VTC entrance, then follow signs.

# Agenda

- 8:00** Registration/Exhibits/Coffee- Judd Gymnasium  
**9:00 - 9:30** Welcoming Remarks  
 Dr. Ty Handy, President, Vermont Technical College  
 U.S. Senator Patrick Leahy  
**9:30 - 10:15** Keynote Address: Justice Marilyn Skoglund

## Morning Workshops

**10:30 - 12:15** See Registration Form for Workshops

**12:15 - 1:15** Lunch provided at no cost

**12:40 - 1:00** Achieving Harmony in our Lives

## Afternoon Workshops

**1:45 - 3:15** See Registration Form for workshops

**3:30 - 4:00** Closing remarks/Raffle

The Small Business Development Center and the Vermont Women's Business Center are partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a non-discriminatory basis. Arrangements for persons with disabilities will be made at all times in accordance with the Americans with Disabilities Act of 1990 and associated amendments. Arrangements for persons with special needs will be made if requested two weeks in advance. Contact Heather Gonyaw at HGonyaw@vtsbdc.org or (802) 728-9101. Co-sponsorship agreement number 08-0150-85.

More Information about our workshops may be found on line at: [www.vtsbdc.org](http://www.vtsbdc.org) and <http://leahy.senate.gov>

### Directions to Vermont Technical Center:

I-89, Exit 4, east on 66 to Randolph Center, VTC entrance, follow signs from entrance.

## Keynote Speaker Justice Marilyn Skoglund

Associate Justice Marilyn Ruth Signe Skoglund was born in Chicago, Illinois, in 1946. She attended elementary and high school in St. Louis, Missouri and graduated from Southern Illinois University with a bachelor's degree in fine arts in 1971. Justice Skoglund moved to Plainfield, Vermont, in 1973, and has resided in Montpelier since 1983. In lieu of attending law school, Justice Skoglund completed a law-office clerkship at the Office of the Attorney General, where she continued to work as an attorney until appointed to the District Court in 1994. Justice Skoglund was sworn in as an Associate Justice of the Vermont Supreme Court on August 27, 1997. Justice Skoglund raised two daughters who are both accomplished professionals; Sidney, an OB/GYN in Concord, New Hampshire, and Kate, a Ph.D. student in clinical psychology at the University of Vermont. She lives with her two Goldendoodles, Wally and Cooper.

### Planning Committee Members

U.S. Senator Patrick Leahy  
 VT Small Business Development Center  
 USDA/ Rural Development  
 U.S. Small Business Administration  
 Vermont Agency of Transportation  
 VT Department of Labor  
 VT Commission on Women  
 Vermont Women's Business Center  
 Vermont Technical College  
 Central Vermont Community Action Council

**Registration  
Deadline:  
October 10, 2008**



Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

Daytime Phone \_\_\_\_\_

E-mail \_\_\_\_\_

### It's easy to register. Take your pick.

**Fax:** 1-802-728-3026

**Online:** [www.vtsbdc.org](http://www.vtsbdc.org) [www.leahy.senate.gov](http://www.leahy.senate.gov)  
 (click on training link)

**Mail:** Vermont SBDC, P.O. Box 188  
 Randolph Center, VT 05061  
 Attn: Heather

☐ Please check if you need special accommodations including a hearing interpreter. (need 1 month notice)

**Free Child Care!** Enroll your child when you register for the Conference. Limited spaces available.

### Please Circle Your Workshop Choices, One Per Time-slot

	10:15-12:15	1:45 - 3:15
<b>Business</b>	Starting Your Own Business It's About Time! Open & Flexible Work Options	Eight Pointed Star: Aspects to a Marketing Plan How to Find & Be a Professional Mentor
<b>Life Management</b>	How to Say No So That People Are Thrilled Keeping the Gold in Your Golden Years Coaching: Your Personal & Professional Blueprint for Success	How to Talk To Your Honey About Money Personal Advocacy & Decision-Making in Health Care
<b>Technology</b>	Got Clicks! Offering Creative Tactics to E-Marketing Introduction to Excel Google for Giggles	Working Through the Greatest Challenges of Today's Digital Age Introduction to Word
<b>Stress Busters</b>	Living in the Present Moment Relax the Herbal Way!	Meditation Sugar Blues: How Sugar Effects Your Mood and Effectiveness at Work

**For Statewide Rideshare/Carpool Information, Please Call 1-800-685-7433.**

Dear Vermonter,

As the summer ends, it is time to look forward to the 12th Annual Women's Economic Opportunity Conference. This year's program will take place on Saturday, October 25, on the campus of Vermont Technical College in Randolph Center.

Over the years, Vermont's economy has grown and changed in many exciting and unexpected ways. From industries in agriculture and tourism to the expansion of innovative small businesses, there are many new potential opportunities to be found. The growth of Vermont's economy has been matched by the evolving roles of the countless talented women who drive it. According to the Vermont Center for Women's Business Studies, women-owned firms generate an impressive \$1.5 billion and currently employ more than 35,000 Vermonters. In 2006, approximately 39 percent of all Vermont businesses were owned, or partially owned, by women. While the number of Vermont women-owned businesses is on the rise, we must continue working to encourage greater growth. This fall, we hope to empower more individuals as we focus on how to achieve a balance between a successful career and a rewarding personal life.

At the Women's Economic Opportunity Conference this year we will focus on achieving professional goals while managing family, finance, and stress. The program includes engaging presentations on business, technology, life management, and stress elimination, all while focusing on how to juggle these many factors simultaneously. All of our presenters have experience navigating the complexities of the business world, and offer valuable knowledge and understanding.

Our keynote speaker this October will be Marilyn Skoglund, Vermont Supreme Court Justice and mother of two. Justice Skoglund offers unique perspective and inspiration. After passing the bar exam on her first try while raising her seven-year-old daughter, she went on to rise through the ranks of the Vermont Office of the Attorney General. She served as both Chief of the Civil Law division and Chief of the Public Protection division before her appointment in 1994 to the District Court, and subsequently the Vermont Supreme Court in 1997. In addition to her impressive career, she raised two extraordinary daughters while facing the difficulties that come with being a single mother.

The Women's Economic Opportunity Conference is a valuable resource for women looking to further their career, or for those just entering the business world for the first time. Marcelle and I look forward to seeing you in Randolph on October 25.

Sincerely,



PATRICK LEAHY  
United States Senator

